

In the Claims:

1. (Canceled)
2. (Currently Amended) A method comprising:  
presenting a digitally watermarked object to a **digital watermark** reader device at a first location, and triggering a first response thereby;  
presenting the object to a **digital watermark** reader device at a second location, and triggering a second, different, response thereby;  
wherein at least one of said responses comprises the issuance of a coupon.
3. (Withdrawn)
4. (Canceled)
5. (Previously Presented) A method comprising:  
presenting a digitally watermarked object to a reader device at a first location, decoding information from the watermark, and triggering a first response thereto; and  
presenting the object to a reader device at a second location, decoding information from the watermark, and triggering a second, different, response thereto.
6. (Previously Presented) The method of claim 5 wherein at least one of said responses comprises the issuance of a coupon.
7. (Previously Presented) The method of claim 5 wherein the digitally watermarked object comprises a coffee cup, or a jacket for a coffee cup.